



A Program of Washington County Health Partners

Washington County Tobacco Free Program Summary from May 2002 Inception to February 2005

Washington County Health Partners, Inc. (WCHP), was named by the Pennsylvania Department of Health as the primary contractor to establish community-based, comprehensive tobacco use prevention and cessation programs for Washington County in February 2002, with an award of \$1,407,213 over a 34-month period (May 2002 to April 2005).

Since that time:

- 78 people from 26 organizations have participated in fulfilling the 47 deliverables required by the grant. About 13 Full-Time Equivalents (FTEs) have been allocated toward this project.
- Sales rates of tobacco products to minors have fallen from 14.4% in 2002 to 1.9% in 2004.
- A tobacco cessation program in our county's largest Federally Qualified Health Center's (FQHC) 5 offices has been started, served 493 people, and has an impressive 18% quit rate.
- Over 200 programs in schools and community locations have reached 6,687 children with tobacco prevention and cessation education.

The Tobacco Free Program has carefully addressed each of the 47 deliverables through 7 program areas:

- *Ask and Advise* collaborates with health care professionals to identify and overcome barriers to implement the Clinical Practice Guideline for Treating Tobacco Use and Dependence (CPG). 92 health professionals have been trained in Clean Air for Healthy Children. 173 physicians, physician offices, and dental professionals have attended CPG training events. The CPG has been integrated into California University of Pennsylvania's Nursing Program.
- *Clear the Air* increases the number of smoke-free environments. Community and hospital-based programs have underlined the importance of maintaining a smoke-free environment, especially around children. Smoke-free Home and Vehicle Pledges have been made by over 450 residents. Day cares, restaurants, and other workplaces have been surveyed and offered assistance with smoke-free policies and tobacco cessation resources for employees. A smoke-free dining guide will be published soon.



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- ***Do Your Part*** supports local law enforcement and the business community in prohibiting the sale of tobacco products to minors, and implementing Pennsylvania's Clean Indoor Air Act of 1988 (CIAA). Since compliance checks were implemented in 2002, tobacco retailers' compliance has risen from 85.6% to 98.1%. Most of the county's local police departments are involved, and all Magisterial Judges have been supportive. Over 300 vending machine locations and owners are being informed of legal placement, helped to become compliant. Restaurants were surveyed for CIAA compliance.
- ***Help to Quit*** promotes the *Get Free Program*, a tobacco cessation financial aid program, and other local tobacco cessation programs. Over 250 Tobacco Quit Kits have been distributed, and 32 uninsured people are enrolled in the Get Free Program. A tobacco cessation guide, listing specific Washington County resources, was distributed. Our County's largest FQHC started a tobacco cessation program, served 493 people, and has an impressive 18% quit rate.
- ***Knowledge in Action*** facilitates the exchange of information between experts and advocates. Over 90 community programs have reached 5,272 children with tobacco prevention education. A Task Force of 15 diverse County representatives meets quarterly to review the Program's progress and troubleshoot problems. Over 100 people have identified themselves as interested making our County tobacco free and receive updates with the latest information. A website was launched in 2004 to enhance information exchange.
- ***Set Them Free*** works with school-related audiences (administrators, teachers, parents, youth, Magisterial Judges, etc.) to implement tobacco-free programs. Over 100 school programs have reached 4,974 children with tobacco prevention and cessation education. 6 school districts have had their tobacco policies and curricula assessed and critiqued. A school resource guide will be distributed later in 2005. One school district is participating in a pilot program, the *Break Free Program*, to implement a comprehensive tobacco-free program, including the evidenced-based LifeSkills prevention curriculum in six grade levels, the Not-On-Tobacco (NOT) teen cessation program, a CigaretteBusters™ system in all buildings, and a social marketing campaign including the Washington Wild Things' mascot for students, parents, and community.
- ***Peer Factor (BUSTED!)*** creates an active youth movement to oppose the tobacco industry by exposing the manipulative and deceptive marketing practices used to target teens. 130 teens have participated in 75 events, including the American Cancer Society's Youth Tobacco-Free Leadership Institute. These teens have developed the *Peer Factor* challenge in which teens are challenged to quit using tobacco for one day...and then for good. Members have done Operation Storefront, a survey of tobacco retailers for tobacco advertising, and asked them to remove ads 3 feet or below from the floor and replace them with a "Washington Wild Thing is Wild About Being Tobacco Free" poster. A booth at the mall has already attracted 65 students to join *Peer Factor*.